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TRENDS IN THE TWO MAJOR OFFICIAL PUBLICATIONS
OF THE AMERICAN ASSOCIATION OF HEALTH,
PHYSICAL EDUCATION, AND RECREATION

BY

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TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
II. PROCEDURE	3
III. ANALYSIS	6
IV. SUMMARY	23
BIBLIOGRAPHY	28

LIST OF TABLES

TABLE	PAGE
I. An Analysis of Material Appearing in <u>The Research Quarterly of Health, Physical Education, and Recreation</u> 1934 to 1954	6
II. An Analysis of Material Appearing in <u>The Journal of Health, Physical Education, and Recreation</u> 1934 to 1954	9

CHAPTER I

INTRODUCTION

This study was an analysis of two periodicals covering a twenty year period. The periodicals analyzed are The Journal of Health, Physical Education, and Recreation, and The Research Quarterly of Health, Physical Education, and Recreation. Both magazines are concerned with the progress of health, physical education, and recreation in the nation's schools as an integral part of modern day education.

It should be mentioned here that these periodicals are not similar in appearance, size, or presentation but they are concerned about the same area of activity. The Research Quarterly is primarily concerned with new research, and The Journal with general information and experiences in the field of health, physical education, and recreation. The two magazines voice the trends and happenings in the field and have a wide circulation in the ranks of professional people in the area of health, physical education, and recreation. The period covered by the survey involved a merger of the Association of Health and Physical Education with the Association of Recreation.

The study was made in an attempt to determine the trends taken by the publications over a period of years. Many times it is necessary to stop and analyze to find and recognize changes, either good or bad, which have taken place.

A survey of the amount of space devoted to various topics

important to the field constituted the major part of the study. The amount of advertising and the general appearance and size of the publications were also noted.

The periodicals analyzed were taken at four year intervals beginning with those of 1934 and finishing with the complete issues of 1954.

CHAPTER II

PROCEDURE

Issues of The Journal of Health, Physical Education, and Recreation, and The Research Quarterly of the American Association of Health, Physical Education, and Recreation were collected for the years 1934, 1938, 1942, 1946, 1950, and 1954.

A master list of topics considered in the two publications was constructed. Each article was analyzed as to subject matter and number of pages and compiled under the proper heading.

Space credited to an article was counted to the nearest 1/6, 1/3, 1/4, 1/2, 2/3, and whole page. This variation was necessary because the construction of these periodicals ranged from one to three column pages. Pictures, charts, and tables found in articles were counted as parts of the article. A separate count of photographs was then made and tabulated in order to show the total number of pages taken up by photographs.

Advertising was counted by the same method as printed material and the total amount of space noted. Advertising was also analyzed as to type. This was not noted in the table but it was discussed in the analysis.

The general appearance and size of the publication was also noted. The appearance was judged by the type of cover, and the size by the average number of pages contained in each issue.

Tables were set up for both publications showing the total number of pages devoted to each topic. The totals for the whole year were then noted under the topic headings. Following is an alphabetized list of the topic headings:

Administration of Physical Education

Advertising

Aims and Objectives

Announcements and Publicity

Athletics

Aquatics

Book Reviews

Camping and Outdoor Recreation

Coaching

Corrective and Remedial

Dance

Education

Equipment and Supplies

Features

Health

Motor Tests

Pages

Physical Education (general)

Physical Education Class Details

Physical Education in Other Countries

Physical Fitness

Physiology

Pictures

Plant, Buildings, Play Areas, Pools, etc.

Posture

Professional Organization

Program and Curriculum

Recreation

Research Abstracts

Student Leaders

Teacher Training

Tests and Measures

Teaching Aids

TABLE I

AN ANALYSIS OF MATERIAL APPEARING IN THE RESEARCH QUARTERLY OF
HEALTH, PHYSICAL EDUCATION, AND RECREATION 1934 TO 1954

Topic	Number of pages devoted to the several topics by years					
	1934	1938	1942	1946	1950	1954
Administration of Physical Education . .		12 1/2				6
Advertising	1	8			3	12
Aims and Objectives	24 1/2					
Announcements and Publicity	5	18	7	13 1/2	9 1/2	10
Athletics	117	106	30 1/2	20	29 1/2	52 1/3
Aquatics	14			6	18	9
Book Reviews	35	18 1/2	5	3	2	
Camping and Outdoor Recreation		8				
Coaching			16			
Corrective and Remedial	7				9	5
Dance	18 1/2					
Education	35	6	10		8	
Equipment and Supplies	12		1 1/2			12
Features	13	48	19 1/2	19 1/3	20	33

TABLE I (continued)

Topic	Number of pages devoted to the several topics by years					
	1934	1938	1942	1946	1950	1954
Health	13	48	19 1/2	19 1/3	20	33
Motor Tests	102	42 1/2	59 1/2	9	40	81 1/3
Pages		14	58	12	9	91
Physical Education (general)	193	158	101	72	113	125
Physical Education Class Details	146	50	26 1/2	120	106	47 1/3
Physical Education in Other Countries	24		7			
Physical Fitness	9	16	31 1/2	17 1/2	24	
Physiology	10	64	28	21	38	14
Pictures	3	2	4		2	4
Plant, Buildings, Play Areas, Pools, etc.						
Posture	3		7			
Professional Organization	25 1/2					
Program and Curriculum	41 1/2	32	17 1/2		8	
Recreation		4 1/2	10	11		7
Research Abstracts					21	5

TABLE I (continued)

Topic	Number of pages devoted to the several topics by years				
	1934	1938	1942	1946	1950
Student Leaders					
Teacher Training	70 1/2	33		7	9 1/2
Tests and Measures	12 1/2	107 3/4		23	42
Teaching Aids		59			43

TABLE II

AN ANALYSIS OF MATERIAL APPEARING IN THE JOURNAL OF HEALTH,
PHYSICAL EDUCATION, AND RECREATION 1934 TO 1954

Topic	Number of pages devoted to the several topics by years					
	1934	1938	1942	1946	1950	1954
Administration of Physical Education . .	38 3/4	20	6 1/4		3 3/4	9
Advertising	98 1/2	135 2/3	108	165 1/2	248	251
Aims and Objectives	16	16	5	17 1/4	4	
Announcements and Publicity	85 1/4	111	143 1/2	214	153	85
Athletics	5 3/4	27 1/4	15 1/2	8 1/2	22	14
Aquatics	17	5	12	4		8
Book Reviews	6 1/2	7 1/2	6	8	19	14 2/3
Camping and Outdoor Recreation						
Coaching	15 1/2	15 3/4	1 1/4	1 3/4	4	11 1/2
Corrective and Remedial	12	8 1/2		16 1/4	2 1/2	10 1/3
Dance	15	33 3/4	4	17 1/2	20 1/2	14
Education	5	6 1/2	4	7 1/2	14 1/3	11
Equipment and Supplies	5	3	1 1/2		1	17 1/3
Features	45 1/2	40	36 3/4	25	24 1/3	56 1/3

TABLE II (continued)

Topic	Number of pages devoted to the several topics by years					
	1934	1938	1942	1946	1950	1954
Health	59 1/2	54	66 3/4	59 1/2	28 1/2	45 1/2
Motor Tests						
Pages	59	67	61	66	64	64
Physical Education (general)	59 1/2	42	37 3/4	11 3/4	13 2/3	22
Physical Education Class Details	26 3/4	26 1/2	23	28 1/4	18 1/2	20 1/2
Physical	13 1/4	20	10	6	3	1 2/3
Physical Fitness			75 1/2	3 1/4		
Physiology	7 1/2				2	
Pictures	36 3/4	47 3/4	39 1/3	10 1/2	13 1/4	39
Plant, Buildings, Play Areas, Pools, etc.		2 3/4	3		2 1/2	9 1/3
Posture	1 1/2	11 1/4	3	6		
Professional Organization		2	1	11 3/4	5 1/2	
Program and Curriculum	1	16	17	3 3/4	7	5 1/2
Recreation	16	31 3/4	24	12	17 2/3	33
Research Abstracts				3 1/2		

TABLE II (continued)

Topic	Number of pages devoted to the several topics by years					
	1934	1938	1942	1946	1950	1954
Student Leaders	14 1/2			2	2	
Teacher Training	14 1/2	7 3/4	94	4 3/4		15 2/3
Tests and Measures	8 1/2	10	57 3/4		3 1/2	1 2/3
Teaching Aids		2				11 2/3

CHAPTER III

ANALYSIS

The topic, Administration of Physical Education, as counted in the survey included any article which concerned itself with administering physical education. This included the voice of the Board or School Superintendent or the immediate supervisor. This topic appeared in both The Journal of Health, Physical Education, and Recreation, and The Research Quarterly of Health, Physical Education, and Recreation. It was treated very lightly in The Research Quarterly appearing with 12 1/2 pages in 1938 and only 6 pages in 1954. The Journal gave it more space and a more consistent treatment. The year 1946 was the only void. The early years of the survey received quite heavy treatment allotting 58 3/4 pages in the first two years. This eased off to almost nothing in the middle and picked up again in the final years with 12 3/4 pages.

Advertising was counted in the same manner as the written material. It appeared in both publications but the table shows a very small amount present in The Research Quarterly, usually under 10 pages for the year. That which was present appeared on the inside and back cover. Advertising was left out of the 1942 and 1946 issues of The Research Quarterly. The Journal carried advertising every year and gave it a great deal of space. It was relatively light in 1934 with 98 1/2 pages, increased, and then fell off in the middle years to 108

pages. It then came back heavier than ever in the last years of the survey with a high of 251 pages in 1954. The type of advertising changed very little. There was a wider use of color in the later years but, aside from this, little else changed. The use of action photographs was common through all of the issues. Drawings were used extensively as were actual pictures of the items advertised. Star performers using and endorsing the advertiser's merchandise were photographed throughout the years of the survey. Some of the common articles advertised were athletic and recreational equipment, books, magazines, soft drinks, institutions of teacher training, and camps.

The Aims and Objectives topic is self-explanatory in the type of material it contains. The Research Quarterly gave space, 2 1/2 pages, to it in the first year of the survey with no further space allotted to it. The Journal gave space quite consistently, with a high of 17 pages a year, until the final year when it was not mentioned.

The topic, Announcements and Publicity, about the Association of Health, Physical Education, and Recreation includes all publicity for meetings and conventions, articles about officers of the Association, business transacted, and reports on meetings and conventions. The Research Quarterly treated this subject lightly throughout the issues, usually confining itself to the listing of the Association officers. The high was 18 pages compared to a low of 5 pages. The Journal covered all of the activities of the Association giving

extensive reports on the conventions. This is indicated by the large volume of space devoted to the topic. The highest counted here was 214 pages while the low was 85 pages. The table shows a bell curve starting low, reaching a high in the middle years, and tapering off again in the final year.

Athletics occupied space consistently in both issues. Sports of all types are included in this category if some phase was not emphasized which would place it under another heading. In the order presented by the tables this is the first topic present in both periodicals in every year surveyed. The Research Quarterly gave it a great deal of space particularly in the first two years surveyed, about 233 pages. This pace fell off in the middle years and began to increase again the last two years with about 72 pages. The Journal gave much less space to the topic but gave it fairly consistently throughout the survey. The low year was 1934 with 5 1/2 pages compared to a high of 27 1/4 pages in 1938.

Aquatics as listed includes any water sport or activity on the water. The Research Quarterly gave moderate space to this topic, omitting it in 1938 and 1942 but giving some space, 33 pages, in the last half of the survey. The Journal omitted the subject only in 1950 and also gave it moderate but consistent treatment through the remainder of the survey. The high years were 1934 and 1942 with 17 and 12 pages, respectively.

The Book Review topic is that area given to reporting on new

books in the area. It was usually a small section but was present in almost every issue of both publications. The Research Quarterly gave considerable space, about 53 pages, to book reviews early in the survey but shows a definite trend toward less space through the survey and finally gives it no space at all in the last year. The Journal is the exact counterpart giving it less space in the early years, gradually increasing it throughout the study. The final one-third of the study included 33 $\frac{2}{3}$ pages.

Camping and Outdoor Recreation includes camping and those activities such as hunting, hiking, and fishing which are usually associated with camping. The Research Quarterly gives a small amount of space in only one early year of the survey; this was in 1938 with 8 pages. Camping in The Journal is given space every year and is treated fairly consistently, starting strongly with 29 pages the first one-third, fading slightly in the middle years to 15 $\frac{1}{4}$ pages, and increasing in the final one-third of the survey to 32 pages.

The material counted under Coaching was that which concerned itself with discussing techniques, theory, or instruction in a sport that was to be played outside of a physical education class. The Research Quarterly gave space to coaching in only one year of the survey. This was in 1942 when 16 pages are counted. The Journal gave a small amount of space to the subject under every year. The first years were given the most space with 31 pages. The middle years gave token attention and it increased again in the later years ending

with 15 1/2 pages.

Corrective and Remedial was considered to be any article discussing the treatment of a disability or injury with exercise, activity, or recreation. The Research Quarterly gave spotted recognition to this topic mentioning it sparingly early with 7 pages and again late in the survey with 14 pages. The Journal treats the topic in all but one of the middle years. The most attention was given in the year 1946 with 16 1/4 pages. This emphasis was probably due to the treatment of war injured veterans.

The Dance topic included any material dealing with dance of any type. The Research Quarterly gives almost no attention to this area of physical education. The space allotted was early in the survey, about 18 pages, with none following in the middle and last years. In contrast, The Journal gives quite heavy and consistent treatment in the area of Dance averaging about 17 pages throughout the study.

Those articles listed under Education were those discussing education more specifically than any other topic listed. The Research Quarterly gave it considerable attention with 50 pages the first half and almost ignored it the last half. The Journal gave it space every year with a gradual increase throughout the survey allotting 25 1/3 pages the final one-third of the study.

The topic, Equipment and Supplies, was counted as everything discussing equipment and supplies used in the general area of health,

physical education, and recreation. The Research Quarterly treated it lightly with 12 pages the first and the last of the survey with almost no space allotted in the middle years. The Journal treated it lightly the first part, dropped in the middle, and hit it the heaviest in the final year with 17 1/3 pages.

Features, as counted in the table, lists those items which are carried as features of the magazine in every issue such as editorials or listings of indexes. These appear in every issue so that the total is high in both magazines. The Research Quarterly lists a total of 142 5/6 pages and The Journal lists a total of 228 pages. Each treat features in the same manner, quite consistently, with a lighter emphasis in the middle years.

Health included anything in the area of health and activities contributing directly to health. The Research Quarterly gave a very heavy attention to this topic, ranging from 102 to 40 pages, with the exception of the year 1946 when the total was 9. The Journal also gave much space to this topic throughout the survey. The lightest concentration appeared in 1950 when there were 28 1/2 pages. The remainder of the yearly totals range from 66 3/4 to 45 1/2 pages.

The item, Motor Tests, includes that material which concerns itself with the testing of motor activity of the body. This item appeared exclusively in The Research Quarterly and was not mentioned in The Journal. This topic is primarily one of research and was treated heavily in The Research Quarterly with the exception of the

first year of the survey. The high of 91 pages was reached in the final year of the survey.

The Number of Pages, as a topic, is an average of the number of pages appearing in each issue of the publication during the year surveyed. The Research Quarterly was large the first one-third of the survey, having 193 pages in 1934 and 158 pages in 1938. It fell off considerably in the middle one-third to only 72 pages in 1946 and began to increase again the last one-third of the survey. The count in 1954 was 125 pages. The Journal was more consistent. The greatest variance in the yearly average was 8 pages. The high was 67 pages in 1938 and the low was 59 pages in 1934.

General Physical Education was considered to be any material concerned with physical education which was not covered by any of the other topics. The Research Quarterly gave a large amount of space in general but was not consistent in its concentration. The range varied from 14 1/2 pages to 28 1/2 pages. This variance is erratic and shows no particular pattern. The Journal's treatment was more consistent and not quite as heavy, 59 1/2 to 22 pages. The Journal gave more space in the early years and shows a gradual reduction in emphasis throughout the survey.

Physical Education Class Details is a topic which includes the articles devoted to the organization and techniques involved in the physical education class itself. This topic was treated very lightly in The Research Quarterly; 24 pages appeared early and 7 in

the middle of the survey. The Journal gave substantial space, about 25 pages, consistently to the subject with no definite trend to greater or lesser emphasis.

The topic, Physical Education in Other Countries, included news and reports of the developments in other countries. The topic was not treated in The Research Quarterly. The Journal gave it space every year with emphasis in the early years, about 17 pages, and a trend toward less space, 2 to 3 pages, in the last years.

Physical Fitness material is that which is devoted to physical conditioning and training. It was given a fair volume throughout the survey in The Research Quarterly with a large increase, about 50 pages, appearing in the middle years and 34 pages in the later years. The Journal ignored the subject with the exception of the middle years when it was hit heavily with 75 1/2 pages.

Physiology material was that devoted to the function of the body. The Research Quarterly gave more space here than The Journal. The greatest concentration was 64 pages in 1938 and 38 pages in 1950 with steady support in the remainder of the survey. The Journal gave a total of 9 pages to physiology in the entire study.

The topic, Pictures, was restricted to photographs used as supplements to printed material. They were counted as a separate item in the study and were rarely found in The Research Quarterly. The amount of space varied from 2 to 4 pages here. There was a wide use of pictures in The Journal. The largest concentration was found in the

first one-third of the survey where $8\frac{1}{2}$ pages are recorded. The last one-third of the study with $5\frac{1}{2}$ pages is slightly ahead of the middle one-third.

The Research Quarterly gave no space to the topic, Plant, Buildings, Play Areas, and Pools. The Journal gave it slight but steady attention with space varying from $2\frac{1}{2}$ to $9\frac{1}{3}$ pages.

Posture was given steady support the first half of the study in both publications. The Journal gave the greater space here, $11\frac{1}{4}$ pages, in 1938. The subject was not considered by either magazine in the second half of the survey.

The Professional Organizations topic was considered to be reports on those organizations aside from those of the Association of Health, Physical Education, and Recreation. The Research Quarterly gave space only in the first year of the survey, $25\frac{1}{2}$ pages. The Journal gave a small amount of space in the middle years, $20\frac{1}{4}$ pages, with none in the first and last years.

The Program and Curriculum topic includes material discussing planning and organization of the program and curriculum. The Research Quarterly gave considerable space to this item. The greater emphasis came in the first year with $41\frac{1}{2}$ pages. A definite lessening trend is seen here as the space dwindles to nothing in the final year. The Journal gave some space in every year with the greater portion in the first half of the survey. The total for the first half was 33 pages.

The topic, Recreation, included just those articles discussing

recreation by name or articles in the field of recreation which were not listed under another topic. The Research Quarterly gave this topic most of its space in the middle years of the survey. The attention given, about 20 pages, was light. The Journal gave it a much heavier and consistent play. The lowest yearly total was 12 and the highest 33 pages. The distribution here was even throughout the survey.

The topic, Research Abstracts, is a reporting of research being done in the field of health, physical education, and recreation. This topic was treated lightly in both publications. The Research Quarterly gave 26 pages of space in the last one-third of the survey. The Journal gave a small amount of space in the middle years; this count was only 3 1/2 pages.

The topic, Student Leaders, is material discussing the organizing and training of student leaders in physical education. The Research Quarterly gave no space to this topic. The Journal gave about 14 pages of space early in the study and a few pages in the middle years. It was treated very lightly by both magazines.

Articles counted under the topic, Teacher Training, were those discussing preparation in general on the college and university level. The Research Quarterly gave this topic a great deal of space, over 100 pages, in the first one-third and about 30 pages in the last one-third of the study. The Journal gave some space throughout the study but gave a great deal of space, about 100 pages, in the middle years.

Tests and Measures were those articles discussing tests and measures as such. Tests in health were placed under the health topic. The Research Quarterly contributed a great deal of space in this area. The first one-third was the strongest, about 120 pages, with the last one-third, containing 85 pages, showing an increase over the middle years. The Journal gave less space here. The middle years received the heaviest concentration with 57 $\frac{3}{4}$ pages.

Material placed under Teaching Aids discussed aids to teachers such as visual aids. The Research Quarterly gave a great deal of space in 1938, 59 pages, with none after or before. The Journal gave a modest amount, 11 $\frac{2}{3}$ pages, in the final year of the survey.

CHAPTER IV

SUMMARY

The study of The Research Quarterly of Health, Physical Education, and Recreation and The Journal of Health, Physical Education, and Recreation indicated several things. One of the things noted is the difference between The Research Quarterly and The Journal.

The format of the two magazines varies considerably. The Research Quarterly, as the name implies, is a quarterly publication with four issues per year. The Journal, in contrast, has a yearly total of ten issues published monthly from September through June. The Research Quarterly measures six inches by nine inches. The Journal, in comparison, measures eight and one-half inches by eleven and one-half inches. This measurement varied slightly from year to year but not more than one-half inch.

The analysis showed that the number of pages appearing in The Research Quarterly was greater in the early years of the survey. This was true largely because supplements were added to the regular publications. The supplements were research from colleges and universities. The size of The Research Quarterly diminished appreciably during and just after the war. This change was probably caused because the research personnel was occupied in the war effort. It usually takes a period of time after the research is completed before it is published.

This accounts for the extremely small publication in 1946. The Journal did not share this change in size. It showed very little variance throughout the study.

The emphasis of the two magazines was also different. The Research Quarterly is concerned primarily with research, while The Journal presents material of a more general nature. This publication is the one most widely read by the physical educators in the field. The list of subject headings suggests the wide coverage of the magazine. This publication furnishes opportunity for expression, gives valuable information, new ideas, ties physical education to the academic area, and gives inspiration to the physical educator involved in everyday schedules of classwork.

The amount of space given to advertising was almost negligible in The Research Quarterly. It was confined to the inside of the cover. In contrast, The Journal gave advertising more space than any other item. The light years for advertising were 1934 and 1942. Other years doubled these figures. This change was probably brought about by the depression in 1934 and the war in 1942.

Publicity and announcements of the Association were treated very lightly by The Research Quarterly. The Journal gave this item almost as much space as was given to advertising.

The names of the periodicals changed during the years surveyed. This was caused by a merger of the American Association of Health and Physical Education and The American Association of Recreation. The

merger took place between the 1946 and 1950 issues, thus changing the titles to include recreation. This change in the Association was not indicated by the space allotted to recreation in either of the periodicals. There was no recognizable change in content after the merger. This indicates that the publications recognized the contribution the Association of Recreation could make before the move to join was completed.

The trends of the two publications seem to be dictated by the needs of the nation and the needs and trends of education in general. The Journal changed completely the design of the cover from the lined and printed cover to one featuring photographs of physical education in action. This change gives recognition to the part visual education plays in modern education. Advertising also recognized this approach and capitalized on photographs of famous performers using the advertiser's product.

The depression and the war influenced trends in the publications. The depression caused nationwide cutbacks in education. This affected the programs of physical education. Part of the program was dropped and equipment was scarce. The war also caused changes. Physical fitness became a national concern. This topic was given much attention during the war years. Research in the field of physical education was sharply affected. The volume of The Research Quarterly was cut in half.

The twenty years covered in the survey has brought many changes in the area of education and physical education. Are The Journal and

The Research Quarterly presenting the new areas of emphasis and development? The fact that many sharp trends and changes are not indicated in the study may be explained by pointing out that twenty years has not changed the basic problems. We are still trying to accomplish the same things. Methods and content in an area change while the area does not change. The over-all picture shows stability and consistency in both publications. The new developments in health, physical education, and recreation are not expressed in new areas, but in aims and methods of presentation. The Research Quarterly and The Journal furnish leadership in the field of health, physical education, and recreation by presenting new developments and ideas.

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